

HEREFORD HALL OF FAME, MERIT INDUCTEES CELEBRATED

HALL OF FAME

Phil and Joyce Ellis; Chrisman, Ill.; Marty Lueck, Mountain Grove, Mo.; and Vern and Jerry Rausch, Hoven, S.D; were inducted into the Hereford Hall of Fame Oct. 21 in Kansas City, Mo., during the American Hereford Association (AHA) Annual Meeting and Conference.

Phil and Joyce Ellis

Phil and Joyce Ellis, Chrisman, Ill., are the owners of Ellis Farms (EFBeef Cattle Genetics). Phil was raised on a registered polled Hereford farm started by his father. It was there that his love for Hereford cattle began as he raised cattle and traveled to national shows. Joyce is a fifth-generation Hereford breeder, growing up on the Lanthus Stock Farm near Lowell, Ind.

During a trip to the Lake County Fair in Indiana, their paths crossed. After Phil gave Joyce a tour of Huber Ranch to see their national champion bull, the couple began

dating and married two years later. During their 62 years of marriage, they have seen cattle change, associations merge, technology advance and markets fluctuate, but their steadfast commitment to the Hereford breed has never wavered.

EFBeef is the continuation of 141 years of purebred Hereford genetics. The farm held its 75th annual production sale in 2023 on their seven-generation, 1820 homestead surrounded by 1,500 acres of corn, soybeans and hay, along with pastures of Hereford cattle. The couple has three children, Cathy (Joe), Matt (Lisa) and Joe (Lauri), and six grandchildren. Phil and Joyce exhibited high-quality Hereford cattle nationally in the '60s, '70s, '80s and '90s, garnering awards and making connections at national shows across the U.S.

Today, EFBeef is one of the largest contributors to the AHA database for carcass phenotypes and feed efficiency phenotypes; countless cattle have been named AHA Sires of Distinction, Certified Hereford Beef® (CHB) Sires of Distinction and Dams of Distinction. The

operation is heavily involved in research by utilizing the National Reference Sire Program (NRSP), with 16 of their sires completing the program. Phil and Joyce have maintained a conception-to-harvest feedout program for more than 40 years, providing access to constant feedback to track and improve carcass traits.

Phil and Joyce are leaders. Phil served on the American Polled Hereford Association (APHA) Board of Directors. Phil was a founding member of the Illinois Junior Hereford Association; Joyce was a founding member of the National Organization of Poll-ettes, a member of the APHA Vision 2000 Committee and was an APHA signatory Board member of the merger for the APHA and AHA Associations.

EFBeef is a two-time nominee for the Beef Improvement Federation's Seedstock Producer of the Year Award, a multi-winner of the Illinois Hereford Association Breeder of the Year and the Hall of Fame inductee for the Illinois Polled Hereford Association. Phil and Joyce are both involved in their community, from school boards and 4-H clubs to state beef associations and the Hopewell Friends Quaker Church.

"I feel because of their leadership, vision of the future for Hereford cattle and their true American beliefs, they deserve to be inducted into the Hereford Hall of Fame," writes Randy McCaskill, former APHA field representative, in his letter to the selection committee. "While this would be an honor for the family, the Hereford breed would also be honored to have a family like the Ellis family."

Marty Lueck

Marty Lueck, Mountain Grove, Mo., grew up in Minnesota and is the oldest of seven children. Lueck got his start in the livestock industry at an early age, raising game birds. Lueck graduated from high school and moved to Springfield, Mo., to attend Baptist Bible College before transferring to Missouri



Phil and Joyce Ellis, Chrisman, Ill., were inducted into the **Hereford Hall of Fame**. Pictured (front row l to r) are Sarah Ellis, Bill Goehring, Joyce Ellis, Phill Ellis, Lauren Ellis and Lauri Ellis. Pictured (back row l to r) are Anthony Valente, Lisa Ellis, Matthew Ellis, Cathy Ellis Seward, Joe Ellis and Hannah Ellis.



Marty Lueck, Mountain Grove, Mo., was inducted into the **Hereford Hall of Fame**. Pictured (front row l to r) are Bill Goehring, Arora Lueck, Marty Lueck, Vicki Lueck and Harper Lueck. Pictured (behind them l to r) are Andrew Whitson, Sara Connor, Tanner Lueck, Eric Lueck and Tommy Lueck.

State University, where he met his future wife, Vicki. They married and had two sons, Eric and Ryan.

Lueck's introduction to the Hereford breed came from Dr. Joe Viebrock and his wife, Gail. Throughout college, Lueck worked for the couple, assisting with Dr. Viebrock's veterinary practice and their herd of Hereford cattle. He went on to take the herd manager position at Eagle Claw Ranch, Branson, Mo. In 1981, Lueck was hired as the Journagan Ranch manager by Leo and Jean Journagan. With guidance from Lueck, the Journagans made major changes to their herd and hosted their first production sale in 1985. Over the decades, the ranch continued to build its cow herd with Lueck at the helm.

In 2010, Leo and Jean Journagan gifted the ranch and the registered Hereford herd to Missouri State University. The donation transformed the Darr College of Agriculture; students now have access to unique educational opportunities to pursue careers in beef production or natural resources and wildlife management. The ranch hosted their 32nd sale in October. Lueck's influence on the university runs deep, from mentoring students to maintaining one of the best



Hereford herds in the country.

"I have witnessed Marty providing lectures to large classes, to visits with individuals having all expertise levels, all with the same degree of high energy and enthusiasm," writes Anson Elliott, Dean Emeritus, Darr College of Agriculture, in his letter to the selection committee. "He demonstrates being a lifelong learner who is constantly in the process of improving every aspect of a successful ranch."

Beyond the ranch, Lueck has judged national shows from Reno, Nev., to Harrisburg, Pa., and many state and regional shows. He has served in leadership positions for the Missouri Hereford Association, Missouri Cattlemen's Association, Missouri Show-Me Select Heifer Program and Missouri Beef Industry Council. He is constantly working to improve the world around him.

Lueck was voted onto the APHA Board of Directors in 1988, and in 1995, he was appointed to the committee for the merger with the AHA. In 2009, Marty was elected to the AHA Board of Directors. He is one of the only individuals to hold a position on both boards. Additionally, Lueck was an instrumental part of hosting the 2014 AHA Genetic Summit at Missouri State University.

For 42 years, Lueck has managed the Journagan Ranch. There's no doubt his leadership, guidance and dedication to the Hereford breed has impacted countless lives and will be felt for years to come.

Vern and Jerry Rausch

Vern and Jerry Rausch have been partners in Rausch Herefords, Hoven, S.D., since they were 10 years old. Faith, family and Herefords are three things synonymous with the Rausch family, which now welcomes the fourth generation of cattlemen into the operation. The ranch's Hereford roots trace back to 1946, when Vern and Jerry's parents, along with their older siblings, sold their flock of sheep and bought their first registered Hereford cows to form Rausch Herefords. At 10 years old, Jerry and Vern both received their first Hereford heifer as a reward for doing chores and taking care of the farm animals. They earned more heifers in lieu of wages until they were 21.

The first Rausch bull and female sale was held in 1959, and in 1965, Vern and Jerry merged their small herds with their father's and joined in the management of Rausch Herefords. Their sons and grandsons now manage the operation. This year marked the ranch's 65th annual sale.

Jerry has been married to his wife, Vicki, for 56 years, and Vern and his wife, Sharon, have been married for 58 years. Vicki and Sharon are sisters. Jerry served in the National Guard for six years after high school, and Vern attended South Dakota State University and studied agricultural management.

Vern and Jerry are trailblazers. They were the first Hereford breeders in South Dakota to utilize sale videos and video auction services. Their father was one of the first to use scales to weigh cattle. The Rausch families have had the most cows qualify for the AHA's Dams of Distinction list each year since 1980, with more than 1,000 Rausch females receiving the honor. Moreover, bulls with the 'R' prefix have made significant contributions to the breed, siring thousands of calves.

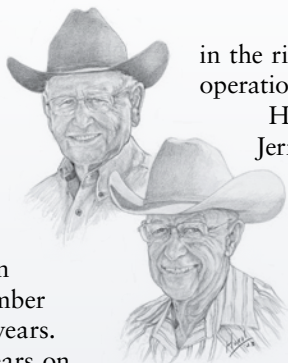
As dedicated as the pair is to the cow herd, Vern and Jerry have served



Vern and Jerry Rausch, Hoven, S.D., were inducted into the **Hereford Hall of Fame**. Pictured (front row l to r) are Tia Rausch, Bill Goehring, Jerry Rausch, Vicki Rausch, Jerome Ollerich and Kain Rausch. Pictured (second row l to r) are Clint Rausch, Shellie Melius, Lance Rausch, Wade Rausch and Shannon Rausch. Pictured (third row l to r) are Owen Melius, Kara Harvey, Trudy Morgan, Dana Rausch, Joel Rausch and Peter Rausch. Pictured (fourth row l to r) are Joe Morgan, Missy Rausch, Jacob Rausch and Christine Rausch.

the Hereford breed and their communities in a variety of ways. Vern and Jerry both have served on the South Dakota Hereford Association board of directors. Jerry is active in the local American Legion and has been a member of his church choir for 60 years. Both have served several years on local medical and hospital boards. Vern was a member of the first newly merged horned and polled AHA Board of Directors and helped create the current bylaws. He also served on the committees to merge the separate junior programs and auxiliaries, and helped develop *Certified Hereford Beef*, serving as the first chairperson. Both brothers have served on the local “Cathedral of the Prairie” St. Anthony Catholic Church board.

“Vern and Jerry Rausch have poured their hearts and souls into their family and cow herd,” writes Matt Zens, South Dakota Hereford Association president, in his letter to the selection committee. “Their attention to detail and demand for excellence is second to none. They have provided the framework for their family to place the right person



in the right job for the entire operation to excel.”

Herefords are Vern and Jerry’s passion. The brothers work together, combining their own unique talents and abilities to raise and manage one of the largest registered Hereford herds in the U.S., while bringing the next generations of hard working, talented family members into the fold.



David Hawkins, Ph.D., East Lansing, Mich., was inducted into the **Hereford Hall of Merit**. Pictured (l to r) are Bill Goehring, AHA president; Lisa Moser (David Hawkins’ daughter) with husband, Dan Moser; and Jerome Ollerich, Hall of Fame/Merit committee chair.

HALL OF MERIT

David Hawkins, Ph.D., East Lansing, Mich., and Mark McClintock, San Angelo, Texas, were inducted into the Hereford Hall of Merit Oct. 21 at the American Hereford Association (AHA) Annual Meeting and Conference in Kansas City, Mo.

David Hawkins, Ph.D.

David Hawkins, Ph.D., East Lansing, Mich., is an industry leader. Dr. Hawkins was raised on a farm in southwest Ohio and received his bachelor’s and master’s degrees in animal science from The Ohio State University (OSU). In 1965, he enrolled in a doctoral program at Michigan State University (MSU). Upon graduation, he joined the MSU animal science faculty where he served in many roles during his career.

Dr. Hawkins led the MSU livestock judging team for seven years and served as the coordinator of undergraduate programs in animal science for 21 years. He also served as a professor and advisor. From 1973 until his retirement in 2007, Dr. Hawkins oversaw the MSU Purebred Beef Cattle Center, which maintained Hereford and Angus herds. Under his leadership, the MSU Angus and Hereford programs became recognized as a source of world-renowned cattle. Dr. Hawkins worked

to produce elite genetics for the Hereford breed, leading the university to

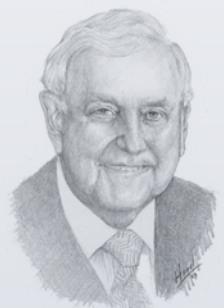


exhibit more than 60 grand or reserve national champion bulls and females.

Dr. Hawkins has been invited to judge most of the major beef cattle breed shows in the United States plus national shows in Australia, Canada and Denmark. He has judged cattle in 36 states, seven national breed shows, six junior national breed shows, and is the only person ever to have twice judged national Angus shows at the North American International Livestock Exposition and National Western Stock Show.

Dr. Hawkins taught nine MSU courses and, over the years, served as an advisor for almost 2,000 students. He authored or co-authored 42 papers and abstracts in peer-reviewed journals, 81 papers in experiment station reports, 11 Extension publications and 80 articles in other publications.

Additionally, Dr. Hawkins served on the Michigan Hereford Association board of directors and was a founding member of the Michigan Beef Expo, Michigan Purebred Beef Breed Council and Michigan Bull Test Committee.

Dr. Hawkins' portrait hangs in the Saddle and Sirloin Gallery in Louisville, Ky., and his list of honors and accolades is long, with awards from the American Society of Animal Science, MSU and OSU, among others. He served as superintendent of the National Senior College Judging Contest for 10 years.

He and his wife, Kathleen, have two daughters, Lisa and Jennifer.

Dr. Hawkins is a friend, teacher, mentor and leader to many, and his impact goes far beyond any showing or classroom.

"Dr. Hawkins has a deep passion for the livestock industry, and in particular Hereford cattle, but perhaps most importantly, his unparalleled desire to help shape and mold the next generation of agricultural leaders is second to none," writes Cody Lowderman, livestock marketer and auctioneer, in his letter to the selection committee. "His ability to embrace new technology and trends, while still blending the core values and principles known in the agriculture community, is a true gift."



Mark McClintock, San Angelo, Texas, was inducted into the **Hereford Hall of Merit**. Pictured (front row l to r) are Bill Goehring, AHA President; Mark McClintock and Briley McClintock. Pictured (back row l to r) are Mason McClintock, Teresa McClintock and Ryan McClintock.

Mark McClintock

Mark McClintock, San Angelo, Texas, has spent a lifetime working in the Hereford breed with stints at Bright Bros. Herefords, California; Lone Star Herefords, Texas; and Rocking Chair Ranch, Texas.

McClintock's roots trace back to a racetrack on the outskirts of Los Angeles, where his father was a horse trainer and jockey. However, from an early age, he knew he preferred bovine over equine. McClintock grew up showing cattle and attended California Polytechnic State University, where he studied animal science and even cut his long, beloved locks to judge on the livestock judging team. Since then, he has traveled the world to evaluate cattle of every shape, size and color.

After college, McClintock worked for Bright Herefords in California before becoming the herdsman for Lone Star Herefords. While on the road fitting and showing cattle, he met his wife, Teresa, at the National Western Stock Show (NWSS), and she joined McClintock at Lone Star. The couple has two sons, Ryan and Mason.

The McClintocks went to west Texas to work for the Rocking Chair Ranch (RCR) in the early '80s. There, McClintock was tasked with building a herd of elite Hereford cattle. McClintock

won Hereford Herdsman of the Year in 1981 and over the next 25 years, built and maintained the RCR Hereford herd. Patience paid off, and RCR raised the grand and reserve champion horned females at the 2000 Junior National Hereford Expo in Tulsa, Okla., and the reserve champion female at the NWSS. In addition to raising elite females, McClintock was an essential part of establishing a market for RCR's bulls, often selling Hereford sires to Brahman breeders to create the ultimate Southern cross.

After finishing his tenure with Rocking Chair Ranch in 2009, McClintock continued marketing cattle and started a consulting business. From coast to coast, McClintock has assisted Hereford breeders of all sizes with their marketing efforts, while continuing to judge major cattle shows.

He remains a tireless breed supporter, eating and breathing Hereford cattle.

"Mark McClintock truly loves Hereford cattle and the people within this breed," writes Jason Hoffman, Hoffman Ranch, in his letter to the selection committee. "I couldn't think of a better person who exemplifies the Hall of Merit qualifications than Mark. He is respected by breeders around the world and has devoted his life to creating the best cattle he can with his natural ability." **HW**

